

Riah Coulter & Kaylee Russell
Visual vs. Sound

The purpose of this project was to see which sensory input affects our brain the most: visual (processed in the occipital lobe), auditory (temporal lobe), or both together. We hypothesized that sound would affect the human brain's reaction the most.

The experiment involved taking the subject's pulse while relaxed, then playing movie clips and taking the subject's pulse during each clip. In the first clip we turned the television away so the subject would experience sound only. In the next clip we muted the sound so the subject would experience only visual information. Then the subject both watched and heard the clip. Finally, we had them complete a survey regarding their opinion on what affected them the most.

The data collected did support our hypothesis. Fifty percent of our subjects were affected most by sound, while only 10% were affected most by visual input, and 40% were affected most by both.

These findings indicate that even though we depend on both sight and sound, auditory stimulus has a greater effect on the brain. We are confident that, with more studying and testing, the information we would find would affect our everyday lives on the battlefield, in the shopping mall, and in our schools.